RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8898 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4178
FAX (716) 634-3145

November 21, 1997

RJR Account #316288
Mr. J. Mitiguy
DOWLINGS, INC.

DORAL .50¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear John:

DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 66 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Doral Light*	12300-24698
2	*Doral Light 100*	12300-24760
2	*Doral Lt Men 100*	12300-24752
2	*Doral FF 100*	12300-24751

Judy Campbell

Kay

Product PO # 105A ; ***Displays PO #*** 105B

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Certs**

EFT $ Amount: **$1,359.38**

51845 7980

Source: https://www.industrydocuments.ucsf.edu/docs/xymy0000